



THE MASSEUR



American Massage & Therapy Association

FORMERLY THE AMERICAN ASSOCIATION
OF MASSEURS & MASSEUSES

OFFICIAL BULLETIN

SEPTEMBER - OCTOBER, 1960

DECATUR, ILLINOIS

OMAHA - SITE CHOSEN FOR 61' CONV.

OMAHA— HERE WE COME

Start your planning and saving now for next years big time at the convention. Albert Chalmers, 2nd Vice President bid for the 1961 convention. We took him up on it before he had any serious opposition. I think it is good to keep it in the central states for a few years. We proved that by our large attendance at Chicago this year. Too few can afford to go on a pilgrimage to either coast very often.

Olen O. Rose, a delegate from Oregon, told of a plan to have money for convention. He said to look at every dollar bill you take in. If it says 'In God We Trust' on it, put it away for convention fund. If there is nothing printed on it spend it for your needs.

So Omaha Chapter start the ball rolling, we are expecting big things out thar. Blandy Jones has already written me that he was disappointed because we didn't have a dance. I guess we really spoiled him in California.

The fifteenth annual convention

is a thing of the past, in other words it is past history now. According to facts and figures it was the best attended by delegation of any convention we have had. Many members and guests were there by noon Wednesday, August 3rd. The registration began by 3 o'clock that afternoon and of course it kept up all afternoon and evening.

We had a wonderful get-together Wednesday evening. Punch served by the hotel and delicious

(Continued on Page 3)

MEMBERS

Your Masseur is now being mailed out direct to you from the National Secretary. The association has purchased an addressograph for the Secy. This way there will not be any delay or second handling of the magazine. Some members will get their paper days or even weeks earlier now.

So be sure the National Secretary has your correct address. This appeal goes to all state chapter Secretaries. See that your state mailing list is correct. You don't know how much this helps out. We get letters every month from

members that have not received their magazine and want us to send them one. Thanks.

TO ALL CHAPTER SECRETARIES

Please be sure to send in your quarterly reports to the National President and the National Secretary on October 1, 1960.

These reports are of great worth to your officers. It provides records of your activities, ideas for the betterment of us all and gives us a picture of the Association from all parts of the Nation. Please be prompt with these reports during the coming year.

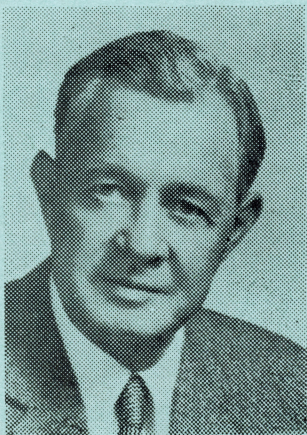
DUES ARE DUE

All members must have their dues paid by Oct. 31st. The names are to be sent in to the printer soon afterwards in preparation for the 1961 year book. So if you have changed address, please let your state and national sec'y-treas. know, otherwise you will not receive any mail from the national sec'y-treas., which now includes the magazine "The Masseur."

THE MASSEUR

Bimonthly publication of the
American
Massage and Therapy Association.
formally known
American Association of Masseurs
and Masseuses.

Published in Decatur, Illinois
Charles W. Brooks, Editor
3111 North Water Street



George D. Gammon, National President,

PRESIDENT'S REPORT

If we can keep one half of the enthusiasm generated at the 15th National Convention in Chicago held last month there is no reason that we cannot end up this year with a great deal accomplished.

Several main objects were obtained and I will dwell on them briefly. An amendment was passed allowing massage therapist with two years experience to join. Even if they do not have a diploma. This was done because of the lack of good schools and also because there are many good professional people in our field that have no diploma. This should increase our membership to a great extent.

An amendment was passed calling for elections of State officers in September, October, or November so that the Year book could carry officers names that were still in office.

It was decided that the Year book be issued right after the first of the year and that all dues of

all members must be in, or their names will be left out.

An amendment was passed requiring all state chapter members to belong to the National.

You will receive a complete report of the Convention, but these are the highlights of the changes in the Constitution and by-laws.

It was a grand Convention and well attended. Almost 20% of our entire membership were there. It was harmonious, fun, and very educational. Any one lecture was worth the trip.

We experienced a good healthy growth last year and as I journeyed home by way of Texas, Arizona and New Mexico, I called on many people who did not know that there was a National Massage Therapy Organization. It was my pleasure to sign a very fine man in Texas who has promised to bring in a Chapter for that State this year.

In Arizona I found quite a bit of enthusiasm for the Association and I am to make a trip back in October at which time they are going to hold a State wide meeting and form a Chapter in that State.

The other day I was truly embarrassed. I talked to a prospective member, she gave me her check and I did not have an application blank with me. It taught me a lesson. In the glove compartment there is room for an application. Please put one there and as you journey along the way present it to an applicant.

We have so much to offer, and for so little. Remember, the day is coming, when we will not be allowed to practice unless we have a State Law protecting us and an Association behind us that has strength and leadership.

As your President again for the coming year I promise to be a good active member and do all in my power to bring you more of the good things we have to offer. Promise yourself to do the same. Pay your dues, attend your meetings, give and receive the benefits of hobnobbing with your fel-

low technicians and with God's help we will go on and on to greater things.

NEAR TRAGEDY

One near tragedy marred the convention. On Saturday, Irene and Cecil Jordan from Long Beach, California, were notified their daughter was taken gravely ill and at the moment they didn't give her a chance to live. The hotel secured air transportation for Irene early Sunday morning and Cecil drove their car home.

I have had two notes from Irene since she arrived in Long Beach, one was written on the 16th that said 'our daughter is still in a coma, the doctor said she is holding her own.'

Cecil arrived at the hospital Tuesday eve. after a long, hot, tiresome ride. At this writing their daughter was still holding her own. Seemed to have passed through the crisis and looked much brighter.

A.M.T.A. OFFICIAL ANTHEM

(Adopted at the 15th Annual Convention—August 5, 1960. Pick-Congress Hotel, Chicago, Ill.)
(To the tune of "On Wisconsin").

A.M.T.A. - A.M.T.A.
Best in all the Lands;
We, thy loyal sons and daughters
Pledge our hearts and hands.
A.M.T.A. - A.M.T.A.
We are standing by—
Working, and proudly hold your
banner high!

A.M.T.A. - A.M.T.A.
Grandest group at work;
We, thy loyal sons and daughters
Duties will not shirk.
A.M.T.A. - A.M.T.A.
Forward let us go—
Pray that on us may God's rich
blessing flow.

"Do you go to school, my little man?" inquired the caller.

"Naw," replied the little man, "I'm sent."

(Continued from page 1)

cookies made and served by Vera Setty of Indiana and Ruth Weinrich from Illinois. John Persona showed us a couple of colored movies that were right down our alley which we really enjoyed.

Mildred Hanson, host from Iowa, introduced Emilie Stockhonm, a certified Grapho Analyst, that gave us one of the most interesting—do it your self—handwriting analysis I have ever seen. It amused and entertained us the rest of the evening.

Thursday, Aug. 4th, started out registering the ones that came in the night before and the early arrivals for this day.

The Chicago National Convention Planning Bureau sent in a very nice young man that gave us a welcome address to the city of Chicago. He told us a lot of history and facts about the old windy town. This bureau cooperated with us real good in planning our convention in Chicago.

John Persona introduced all the convention hosts and gave us one of his short but snappy straight from the shoulder inspired talks and put all the national officers in their chairs, gave George Gammon the gavel and the 15th annual convention of 1960 was in session. I wish to say here that the convention business was handled and went along about the smoothest of any I ever attended. No one was ruled out of order or had to be called down during the whole three days. Besides that we got quite a lot of work done, which you will see when the year book comes out next year.

Dr. Stephen Gaynont, President and Research Director of the Gaynont Laboratories of Chicago gave us a very interesting and enlightened talk on food and digestion. His main subject is Yogart. He was educated in Europe and is an authority on dairy and the influence of food on one's health, beauty and longevity.

We were shown three films on this day that should have made a marked impression on everyone's

life. One picture was called "Modern Massage Techniques." This film was so impressive from the technique and educational standpoint the association is going to purchase one of its own so it can rent it out to the chapters that hold seminars, etc.

Thursday evening, Dr. George MacGregor, who is 85 years young, gave us a wonderful lecture that should have inspired us all to live cleaner, better lives. At 85 he is so busy he only gets about 6 hours sleep at night. I can't remember listening to anyone more interesting. He is a man of rare intellect with keen mind, profound knowledge and deep understanding of health problems that wins your confidence immediately.

Following Dr. MacGregor, Muriel Wolfson gave us a dramatic narration of Helen Keller which she called "Two Lives." If I live to be 100 years old I don't expect to ever see or witness anything that impressed me more. For at least 5 minutes afterwards I was speechless and practically moved to tears. This drama you must see sometime, if you are ever lucky enough to get the chance.

Friday, after our business session, Dr. Randolph Stone gave us an informative lecture on Polarity Therapy and its Triune Function. This was good for the members and interesting because many of the folks there have taken his course and bought his books.

At 6 p.m. Friday we boarded special buses and left for a tour and dinner at China Town. We were gone 5 hours and got to see Chicago by night. The buses took us out on a turn around point in the lake where we could look back and see all the lights and shore line. We stopped at the Buckingham Fountain, where there were already thousands watching the magnificent array of water and lights.

Saturday, business as usual, with election of officers for the coming year. The following are your national officers for 1960-61.

President—George D. Gammon

1st V. Pres.—Frank Persitza

2nd V. Pres.—Albert Chalmers

3rd V. Pres.—Thomas Fink

Sec'y-Treas.—Samuel Dahlgren

Director—Eastern Dist.—

Blandy Jones, Dave Carlson

Director—Western Dist.—

Lloyd C. Allen, Louis Hanson

After the election, Dr. Camelle Estornelle talked to us about our every day life and health problems in a mental health attitude. His talk was down to earth and was well liked by everyone.

After lunch we had a problem clinic with a panel of four, conducted and monitored by our Anne Bergholz. This went over big and will probably be featured again. We adjourned early so the members could rest and fix up for the evening's entertainment.

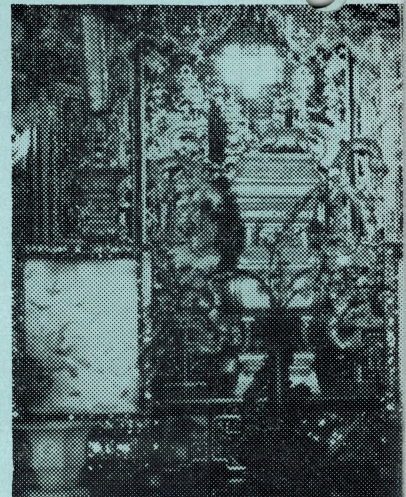
At 7 o'clock we assembled in the most gorgeous room I have ever had the pleasure of being in, (the hotel called it the Gold Room) for our annual banquet and evening of fun. After our meal, which was very delicious, thanks to Vera Setty's choice of menu, and all the introductions of V.I.P. the M.C. introduced Dr. Estronelle again who gave a few good laughs ending up with a few serious words for our benefit.

The M.C. then introduced Major Cecil Bates of England, who with his dialect and jokes kept us on the edge of our seats for an hour, when he was through he pulled his make-up off and we found he was Art Briesse from Little Rock, Arkansas, the man the committee hired to entertain us.

The next morning, which was Sunday, we had our farewell breakfast, which was almost 100% attended. We had a few short speeches, a duet sung by Anne Bergholz and Chas. Brooks. The song they sang was one which appears in this paper, written by Anne for, and adopted by, the association. Goodbyes were said and we put the final touch on the convention for another year.



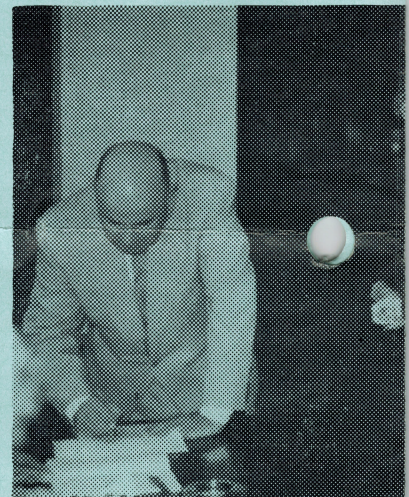
Mr. and Mrs. Dahlgren Meet Mrs. Irene Jordan



Solid Gold Altar in



An Interesting Or Interested Group



The Register



The New Officers Taking Their Oath



Members At Demonstration Booths



the Chinese Temple



Trying Their Luck with the Chop Sticks



ion Desk



The Man and Woman in the Middle are Husband and Wife



Brooks Reports on Publications



Problem Clinic or Panel Headed by Anne Bergholz

A THOUGHT FOR THE DAY

Have you ever taken a walk through some old country cemetery? Maybe where some of your own loved ones are buried? It might be interesting for you to do so.

And while taking this walk, note the inscriptions of the tomb stones. While so doing, it will be of interest to note that most of the inscriptions are on the old stones, the newer ones have only the Names, Date of Birth and Death.

Most of the earlier ones have inscriptions which give evidence of their hope of a future life and heaven for the believer, which all adds up to one thing . . . Faith in the Lord Jesus Christ. However, today such is quite outdated.

Here are the words found on a monument in an old country cemetery which is a fair sample of most of the earlier ones:

Friends nor physicians could
not save

My mortal body from the grave;
Nor can the grave confine it
here

When Christ commands it to
appear.

Then the name: Henry Darrah,
Died Sept. 2, 1847; Age 22 years,
4 months, 17 days.

This man though dead, still
speaks.

DESCRIPTION OF A BOY

"After a male baby has grown out of long clothes and triangles, and has acquired pants, freckles and so much dirt that relatives do not care to kiss it between meals, it becomes a boy.

"A boy is nature's answer to the false belief that there is no such thing as perpetual motion. A boy can run like a deer, swim like a fish, climb like a squirrel, balk like a mule, bellow like a bull, eat like a pig, or act like a jackass, according to climatic conditions.

"The world is so full of boys

that it is impossible to touch off a firecracker, strike up a band, or pitch a ball game without collecting about a thousand of them.

"Boys are not ornamental; they are useful. If it were not for boys, the newspapers would go undelivered and unread, and a thousand picture shows would go bankrupt.

"The boy is a natural spectator. He watches parades, fires, fights, ball games, automobiles, boats and airplanes with equal fervor. However, he will not watch the clock. The man who invents a clock that will stand on its head and sing will win the undying gratitude of millions of families whose boys are forever coming home to dinner about supper time.

"A boy is a piece of skin stretched over an appetite. He eats only when awake.

"Boys imitate their dads in spite of all efforts to teach them good manners. Boys are not popular except with their parents, but they do have many fine qualities. You can absolutely rely on a boy if you know what to rely on.

"Boys are very durable. A boy, if not washed too often, and if kept in a cool, quiet place after each accident, will survive broken bones, hornets, swimming holes, fights and nine helpings of pie.

"Boys love to trade things. He will trade frogs, fish hooks, marbles, broken knives and snakes for anything that is priceless or worthless.

"When he grows up he will trade puppy love, energy, warts, bashfulness and a cast iron stomach for a bay window, pride, ambition, pretense and a bald head, and will immediately begin to say that boys are not what they were in the good old days."

LIVING A PRAYER

When prayer takes hold of all there is of you, you can take hold of all you will through prayer. But prayer isn't saying religious words with your eyes shut and a terminal "amen" attached. Real prayer is a

life. It begins as an act. It grows into a habit, then into a mental attitude. Then it becomes your very life. Then the man becomes the prayer. Such prayer can raise the dead, even now, into real life.

NEWS ITEM

North Dakota Masseurs are on the increase. Albert E. Dahlgren has changed the sign over the door to his establishment. It now reads Albert Dahlgren & Son. On the 25th of August a baby boy, whom we will call little Al, was born to Mr. and Mrs. Al E. Dahlgren, 1637 5th Avenue, So. Fargo, North Dakota. You know of course, this makes our National Sec'y-Treas. Grandpa again. Sam's son, Albert is Sec'y-Treas. of the N. Dakota Chapter.

LIST OF STANDING COMMITTEES

Historian—Ann White

246 E. Pleasant St.,
E. Walpole, Mass.

Law & Legislation—D. S. Carlson,
708 Broad St., Rome, Ga.

Public Relations—Thos. Fink,
808 Maple Rd., Hellertown, Pa.

Schools & Colleges—

Ruth E. Williams,

23 E. 3rd Ave., Kennewick, Wash.

Education—Emma Veenstra,

15139 Grand River,
Detroit 27, Mich.

Membership & Organization—

Irene Jordan, 1731 Atlantic Ave.,
Long Beach, Calif.

Mrs. Adams, 1000 Ridge,
Kansas City, Kansas

Ways & Means—A. Jean Wells,
333 Main St., Peoria, Ill.

Year Book—Lloyd C. Allen,

1335 N. Garey Ave.,
Pomona, Calif.

Job Placement—Bessie Erfurth,
109 W. 41st Ave., Gary 9, Ind.

Insurance—George D. Gammon,
4355 N. Sierra Way,
San Bernardino, Calif.

Samuel G. Dahlgren,

1104 4th Ave., South—No. Dak.

PENNSYLVANIA

Remember October 16. Pennsylvania Chapter puts on their 2nd Annual Massage Clinic. They have a good program lined up with some of their own members participating.

Speakers, such as their own State Senator, Fred B. Rooney, and Dr. Jess Mercer Gehman, a health specialist and editor will speak to them. It is to be a one day affair with banquet, certificate of attendance, etc.



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HELP WANTED—

Wanted an Experienced Masseuse, capable of taking charge on occasion. Must be graduate. Write to Miss Mildred Hanson, 203 Shops Bldg., Des Moines, Iowa

'FOLK MEDICINE' UNDER FTE ATTACK

Washington—The Federal Trade Commission has charged that publishers of the book "Folk Medi-

cine" claimed falsely that it contains cures for various ailments which defy conventional treatment.

The commission filed a complaint against Holt, Rinehart, and Winston, Inc., of New York, for "falsely advertising" the book.

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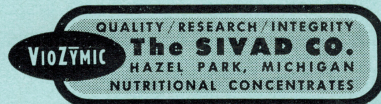
Each PRO-NUCLON tablet provides:

130 mg. Manganese Gluconate, 30 mg. Vitamin C, 1700 USP units Vitamin D plus 9 other important synergists.

List price: Bottles of 90 tablets—\$4.00

270—\$11.00 500—\$19.00

Write for Catalog



RECIPE FOR CARROT CAKE

1½ cup Mazola oil
2 cups carrots (grated)
2 cups sugar
4 eggs

Mix all together

Sift:

3 cups flour
1 tsp. baking powder
1 tsp. baking soda
1 tsp. salt
2 tsp. cinnamon

Sift together and add to first mixture

Add ½ cup chopped nuts

Pour in tube cake pan

Bake 1 hour at 350°

This is a recipe for a health cake. You can use raw sugar, whole wheat flour and safflower oil. It makes the most delicious cake you ever ate. In fact it is about the only cake we bake at our house. We make a pineapple upsidedown cake using whole wheat and raw sugar sometimes. We have given this recipe to hundreds of our friends and patients.

Ed.

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The Programs were great, the Hospitality was grand, Chicago at Nite, was a giant Fairyland.

The Friendship and Harmony, one couldn't describe,

To be one of the group, gave me a feeling of pride.

So, let's give our "Thanks" to the hard working crew,

Who made all this possible for me and for you.

Mary E. Howells.

FOR SALE—Health Salon located in the suburbs of Phila., Penn. 100% location. Fully equipped. Excellent Clientele. Separate Dept. for Male & Female. Wonderful opportunity for Masseur and Masseuse. **REASONABLE**—Details contact Rose B. Buxbaum, 6908 Market St., Upper Darby, Penn.

FOR SALE—Massage Therapy practice, building modern with living rooms, all modern equipment, corner lot, nicely landscaped, a good going business, priced \$9000.00, reason, wish to retire. John Taves, R.M.T., Cas- selton, No. Dakota.

NEWS FLASH!

Just received word that Irene and Cecil Jordan's daughter is now out of danger and is on the road to recovery.

How about a shower of cards? ?

Their address is: 1731 Atlantic Avenue, Long Beach, Calif.

BUTTONS & PINS

Lapel buttons and pins are available now. Send your money (\$1.50 each) to Samuel Dahlgren, 1104 4th St. So., Fargo, N. Dakota.

Also new decals 35c & 75c size. Cuts are available for your printing also. \$3.00 each, two sizes, be sure to specify which size you want.

TIME OR TAX?

In asking for more time to make payments to her creditors, one Cleveland shop owner wrote:

"In reply to your request to send a check, I wish to inform you the present condition of my bank account makes it almost impossible . . . due to federal laws, state laws, county laws, city laws, corporation laws, liquor laws, mother-in-laws, brother-in-laws, sister-in-laws and outlaws.

". . . I am expected to pay a business tax, school tax, gas tax, carpet tax, income tax, furniture tax and excise tax. Even my brains are taxed. I must get a business license, car license, hunting license, truck license, marriage and dog licenses.

"I am required to carry life insurance, property insurance, liability insurance, burglar insurance, unemployment insurance, accident insurance, earthquake insurance, tornado, old age and fire insurance."

Take care not to get so submerged in the laws, taxes and insurance that protect your material well-being that you overlook the needs of your immortal soul.

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